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November 1, 2021

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Mumbai - 400051
Symbol - TCS

BSE Limited
P. J. Towers, Dalal Street,
Mumbai - 400001
Scrip Code No. 532540 (BSE)

Dear Sirs,

We are sending herewith copy of the Press Release titled “**TCS a Leader in Worldwide AI Business Services: IDC MarketScape**” which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,
For **Tata Consultancy Services Limited**

A handwritten signature in black ink, appearing to read 'Pradeep'.

Pradeep Manohar Gaitonde
Company Secretary

TATA CONSULTANCY SERVICES

TATA Consultancy Services Limited

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TCS a Leader in Worldwide AI Business Services: IDC MarketScape

Report Cites Tata Consultancy Services' Comprehensive End-to-end Life Cycle of AI Business Services Portfolio, Delivery Model Strategies, and Innovation and R&D, as Key Strengths

NEW YORK | MUMBAI, November 1, 2021: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS), a leading global IT services, consulting, and business solutions organization, has been recognized as a Leader in the IDC MarketScape for Worldwide Artificial Intelligence (AI) Business Services¹.

According to the report, "IDC considers TCS' end-to-end life cycle of AI business services portfolio and strategies around delivery model, innovation and R&D, and employee skills and retention as key strengths." It goes on to say that "Buyers spoke highly of TCS' breadth and depth of IP and tools to deliver AI services and its ability to integrate the company's project team with their internal team."

"Enterprises are reimagining the customer journey by embedding advanced analytics and AI at scale within their operations to accelerate their growth and transformation. TCS leverages its AI expertise and intellectual property along with cloud and modernization capabilities to help global enterprises pursue new revenue opportunities, improve productivity multi-fold, enhance customer experience, and drive differentiation," said **Dinanath Kholkar, Global Head, Analytics and Insights, TCS.**

TCS offers a comprehensive portfolio of AI-related services and solutions catering to every business stakeholder, and spanning consulting and advisory, model management, systems design, and implementation. Using machine learning, machine vision, voice recognition, natural language processing and knowledge mining, TCS helps customers reimagine processes across the end-to-end customer journey, to drive simplification, hyper-automation and hyper-personalization.

Additionally, TCS has been investing in research and innovation, looking at promising use cases across different industry verticals which can be transformed with ML and AI to deliver maximum impact. Many of these programs have resulted in AI-based products and platforms that drive business transformation for customers across different industry verticals. These include:

- **Algo Retail™** – a suite of products and platforms that enables retailers to seamlessly integrate and orchestrate data across the retail value chain, harnessing the power of analytics, AI, and machine learning.
- **TCS ADD** – a modern and open drug development platform that enables digital ecosystems, simplifies data complexity, and provides faster access to new and effective drugs for patients in need.
- **TwinX™** – TCS' award-winning digital twin solution that helps organizations accelerate the development and deployment of digital solutions.
- **Neural Manufacturing** – a thought leadership framework that enables manufacturers to harness new technologies like AI/ML, cloud, blockchain and IoT, to enable the sense-perceive-act capabilities necessary to orchestrate purpose-driven, ecosystem-based intelligent business models for innovation, competitive differentiation and growth.

To leverage innovation in AI from technology partners, academia and startups, TCS has fostered a large Co-Innovation Network with over 2,400 partners. In addition, TCS has invested in setting up Pace Ports™

¹ IDC MarketScape: Worldwide Artificial Intelligence Business Services 2021 Vendor Assessment, IDC #US46741721, June 2021, Jennifer Hamel

across the world. These are advanced research centers for co-innovation to help customers successfully navigate their growth and transformation journeys.

*"The AI conversation has quickly broadened from technology innovation to business transformation, driving the need for consulting and process operations expertise to help customers effectively realize business value from AI investments," said **Jennifer Hamel, Research Manager, Analytics and Intelligent Automation Services, IDC.** "TCS' combination of advisory offerings through its DATOM and Machine First™ Delivery Model frameworks, as well as industry- and function-specific AI solutions for business processes, contributed to the company's positioning as a Leader in this IDC MarketScape for Worldwide Artificial Intelligence Business Services."*

About IDC MarketScape: IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 50 years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 528,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$22.2 billion in the fiscal year ended March 31, 2021, and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit www.tcs.com

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